

Please replace the paragraph beginning at page 20, line 16, with the following rewritten paragraph:

An important feature of the present invention is that profile attributes are associated with sets of meta-data attributes. For clarity, a true-data attribute is defined herein as an attribute that contains a value (e.g. data, external reference, or binding) used by a user entity or client. A meta-data attribute is defined as an attribute associated with a true-data attribute which contains information used and maintained by the core profile engine 201 (shown in FIG. 2) . Meta-data attributes may also contain information associated with an entire profile, rather than a particular true-data attribute.

B. In the claims:

Please amend the claims as follows:

SUB B17
1(Amended). A method for managing a profile service, the method comprising:

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storing at least one true-data attribute in a profile object, said true-data attribute includes a true- data key and at least one true-data value field;

associating at least one meta-data attribute with said true-data attribute, said meta-data attribute includes a meta-data key and at least one meta-data value field, wherein the meta-data value field describes the associated true-data attribute;

storing said associated meta-data attribute; and

managing said true-data attribute according to said associated meta-data attribute.

SUB B27
18(Amended). A profiling service for accessing user data, said profiling service comprising:

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a plurality of profile objects;

at least one true-data attribute contained in each of said profile objects, said true-data attribute includes a true-data key and at least one true-data value field;